

## JULY/AUGUST 2002 PROMOTIONS

bigsexyhair

## BIG SEXY HAIR NEW PRODUCTS OPENER

## Purchase:

- 5-Big Sexy Hair Spray & Play Harder Firm Volumizing Hairspray 10.6 oz
- 5-Big Sexy Hair Dense Thickening Spray 8.5 fl oz
- 5-Big Sexy Hair Big Shine - Shine Spray 2.5 fl oz
- 5-Big Sexy Hair Flip It Over Full & Wild Spray 4.4 oz

## Receive Free\*:

- 1 of each product
- 1-Easel Card
- 1-Big Sexy Hair Styling Video
- 10-Sexy Hair Concepts Consumer Brochures

\* U.S. ONLY

- US Salon Price: \$127.20
- US Salon Value: \$165.14

Save 23%

- CN Salon Price: \$234.25 (CAD)
- CN Salon Value: \$270.60 (CAD)

Save 13%



## BIG SEXY HAIR NEW PRODUCTS TRIAL BOX

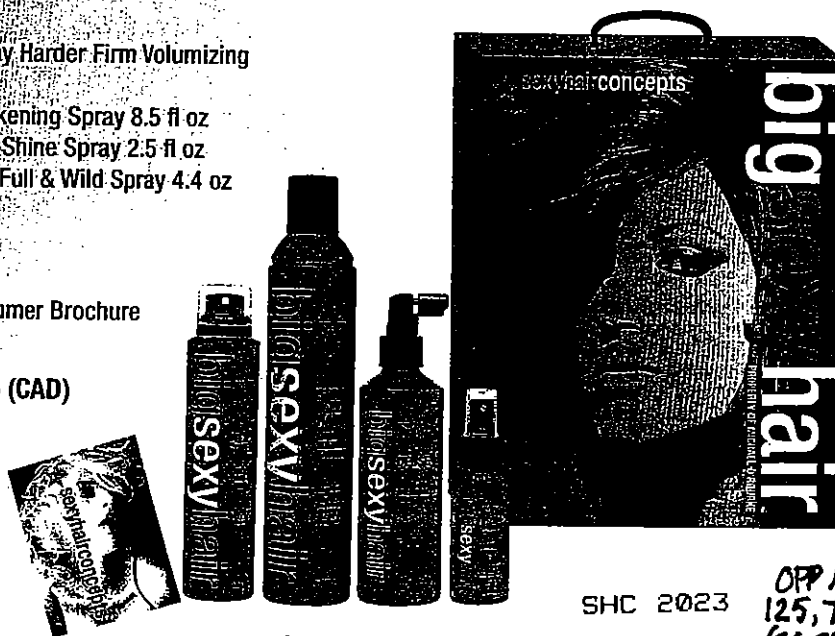
## Purchase:

- 1-Big Sexy Hair Spray & Play Harder Firm Volumizing Hairspray 10.6 oz
- 1-Big Sexy Hair Dense Thickening Spray 8.5 fl oz
- 1-Big Sexy Hair Big Shine - Shine Spray 2.5 fl oz
- 1-Big Sexy Hair Flip It Over Full & Wild Spray 4.4 oz

## Receive Free:

- 1-Trial Box/POP Display
- 1-Sexy Hair Concepts Consumer Brochure

- US Salon Price: \$25.44
- CN Salon Price: \$42.85 (CAD)



SEE BACK PAGE FOR MORE INFORMATION ON NEW PRODUCTS

ALL CANADIAN PRICING IS SUGGESTED. PLEASE CONTACT YOUR DISTRIBUTOR FOR CONFIRMED PRICE

SHC 2023

OPP NO.  
125,789  
(30 SEXY)

EXHIBIT 7-1  
Deponent M. Stiller  
Date 9/28/04 Rptr. mg

★ sexyhairconcepts™

**big sexy hair & SEXsymbol**  
Cosmetic Enhancers

## BIG SEXY HAIR ROOT PUMP PLUS HUMIDITY RESISTANT VOLUMIZING SPRAY MOUSSE WITH \$1.00 SEX SYMBOL HOT CHEEKS (RETAIL)

### Purchase:

- 1-Big Sexy Hair Root Pump Plus Humidity Resistant Volumizing Spray Mousse 10.6 oz  
1-Sex Symbol Hot Cheeks Cheek Stick (Sunburnt or Love Struck\*) for \$1.00 (Retail)

- |                                  |  |
|----------------------------------|--|
| • US Salon Price: \$7.75         | • CN Salon Price: \$13.10 (CAD)        |
| • US Salon Value: \$14.75        | • CN Salon Value: \$24.64 (CAD)        |
| • US Sugg. Retail Price: \$15.50 | • CN Sugg. Retail Price: \$21.75 (CAD) |
| • US Sugg. Retail Value: \$29.50 | • CN Sugg. Retail Value: \$40.99 (CAD) |

**Save 47%**

(Products will be shrinkbanded. Stickered for US distribution only. \*Color choice not available.)



## BIG SEXY HAIR ROOT PUMP VOLUMIZING SPRAY MOUSSE WITH FREE SEX SYMBOL LIP LUBE LIP GLOSS

### Purchase:

- 1-Big Sexy Hair Root Pump Volumizing Spray Mousse 10.6 oz

### Receive Free:

- 1-Sex Symbol Lip Lube Lip Gloss (Luscious or Boy Bait\*)

- |                                  |  |
|----------------------------------|--|
| • US Salon Price: \$6.50         | • CN Salon Price: \$10.95 (CAD)        |
| • US Salon Value: \$12.25        | • CN Salon Value: \$20.60 (CAD)        |
| • US Sugg. Retail Price: \$13.00 | • CN Sugg. Retail Price: \$18.25 (CAD) |
| • US Sugg. Retail Value: \$24.50 | • CN Sugg. Retail Value: \$34.25 (CAD) |

**Save 47%**

(Products will be shrinkbanded. Stickered for US distribution only. \*Color choice not available.)



## U.S. RUMBLE BOYS

## RUMBLE BOYS BULLET PROOF & KNOCKOUT SHAMPOO WITH FREE BAD DAWG WAX

### Purchase at a special price:

- 1-Bullet Proof Hairspray 5.3 oz  
1-Knockout Stimulating Shampoo 8.5 fl oz

### Receive Free:

- 1-Bad Dawg Wax Limited Edition .5 oz

- |                                  |  |
|----------------------------------|--|
| • US Salon Price: \$6.98         | • CN Salon Price: \$11.20 (CAD)        |
| • US Salon Value: \$10.96        | • CN Salon Value: \$17.45 (CAD)        |
| • US Sugg. Retail Price: \$13.95 | • CN Sugg. Retail Price: \$18.65 (CAD) |
| • US Sugg. Retail Value: \$21.92 | • CN Sugg. Retail Value: \$29.10 (CAD) |

**Save 36%**

(Products will be bagged with hangtag.)

SHC 2024



ALL CANADIAN PRICING IS SUGGESTED. PLEASE CONTACT YOUR DISTRIBUTOR FOR CONFIRMED PRICING.

**sexy hair concepts**

TM



## SHORT SEXY HAIR HARD UP GEL BONUS SIZE - 100% MORE FREE!

### Purchase:

Short Sexy Hair Hard Up Gel 8.5 fl oz for the 4.2 fl oz Price

- US Salon Price: \$5.25
- US Salon Value: \$10.50
- US Sugg. Retail Price: \$10.50
- US Sugg. Retail Value: \$21.00
- CN Salon Price: \$8.85 (CAD)
- CN Salon Value: \$17.75 (CAD)
- CN Sugg. Retail Price: \$14.75 (CAD)
- CN Sugg. Retail Value: \$29.50 (CAD)

**Save 50%**



## back to school bargains

### STOCK UP ON LITERS!

### BACK TO SCHOOL SPECIAL 2 FOR \$20 RETAIL \*

Purchase any of these Shampoo and Conditioner Duos :

Big Sexy Hair Shampoo & Conditioner Liters

Curly Sexy Hair Shampoo & Conditioner Liters

Healthy Sexy Hair SoyMilk Shampoo & Conditioner Liters

Straight Sexy Hair Shampoo & Conditioner Liters

- US Salon Price: \$10.00
- US Salon Value: \$17.50
- US Sugg. Retail Price: \$20.00
- US Sugg. Retail Value: \$35.00
- CN Salon Price: \$18.25 (CAD)
- CN Salon Value: \$32.00 (CAD)
- CN Sugg. Retail Price: \$30.50 (CAD)
- CN Sugg. Retail Value: \$53.30 (CAD)

**Save 43%**

(\*Products will be shrinkbanded. Stickered 2 for \$20 for US distribution only.)



## healthy sexy hair

### NEW HEALTHY SEXY HAIR SOYMILK MOISTURE SHAMPOO LITER WITH HEALTHY SEXY HAIR SOYMILK CONDITIONER LITER 2 FOR \$22

- US Salon Price: \$11.00
- US Salon Value: \$18.50
- US Sugg. Retail Price: \$22.00
- US Sugg. Retail Value: \$37.00
- CN Salon Price: \$20.25 (CAD)
- CN Salon Value: \$33.95 (CAD)
- CN Sugg. Retail Price: \$33.75 (CAD)
- CN Sugg. Retail Value: \$56.50 (CAD)

**Save 40%**

(\*Products will be shrinkbanded. Stickered 2 for \$22 for US distribution only.)



## FORMULAS by ECOLY

### FORMULAS BY ECOLY LITERS

Purchase your choice of any of these products, 33.8 oz:

Formulas By Ecoly Papaya Dry Hair Shampoo Liter

Formulas By Ecoly Primrose Daily Shampoo Liter

Formulas By Ecoly Cucumber Oily Hair Shampoo Liter

Formulas By Ecoly Sage Weightless Conditioner and Detangler Liter

- US Salon Price: \$6.00
- US Salon Value: \$10.50-12.00
- US Sugg. Retail Price: \$12.00
- US Sugg. Retail Value: \$21.00-24.00

SHC 2025

**Save up to 50%**

(\*Products will be stickered \$12 for US distribution only.)



7-3

# NEW Big sexy hair

• GET THE FACTS! • GET THE FACTS! • GET THE FACTS! • GET THE FACTS! • GET THE FACTS!



## DENSE THICKENING SPRAY

- The perfect, non-aerosol spray that thickens and volumizes hair
- Leaves hair extremely soft and FREE of that sticky product feel
- Delivers long lasting volume that's flexible and touchable
- Spray this weightless product into damp hair from roots to ends and blow-dry
- Contains Lavender Extract for lots of extra volume, with Aloe Vera and Evening Primrose Extracts for condition, moisture balance and soothing properties



## SPRAY & PLAY HARDER FIRM VOLUMIZING HAIRSPRAY

- It's BIGGER, STRONGER and FASTER
- Fights humidity and damaging UV rays
- Faster drying and gives you more volume
- Extra Hydrolyzed Wheat Protein helps to moisturize hair
- Delivers a super shiny finish



## FLIP IT OVER FULL AND WILD SPRAY

- This is a one of a kind product that brings BIG styling to the next level
- Specifically designed to give you extremely full and wild volume
- Flip your head over, spray onto the underside of dry hair, then scrunch and tousle it
- Unique formula bonds to the hair for super fullness
- Contains Lavender Extract for lots of extra volume, Aloe and Evening Primrose Extracts for condition, moisture balance and soothing properties
- Also contains Panthenol to thicken the hair shaft



## BIG SHINE - SHINE SPRAY

- For a BIG finish
- Non-greasy and weightless so it won't flatten your BIG style
- Unique combination of ingredients plus Lemon Extract for ULTIMATE SHINE

CHECK OUT OUR WEBSITE • [WWW.SEXYHAIRCONCEPTS.COM](http://WWW.SEXYHAIRCONCEPTS.COM) • NEW LOOK • NEW LAUNCH • NEW INFORMATION

## SPEAKING OUT AGAINST DIVERSION

Diversion corrupts our synergy, weakens our strength as opinion leaders, and diminishes our capacity to earn. I, as stylist, salon owner, and manufacturer, am incensed from all perspectives. I don't believe that any manufacturer in our industry is exempt from this attack.

We at Sexy Hair Concepts are committed to:

- Terminate any distributors we find diverting products directly or indirectly.
- Ensuring distributors stop shipping to any salons known to be or suspected of diverting products.
- Work with other manufacturers to implement procedures which will minimize the ability to divert our product and to trace those responsible.
- Do everything in our power to legally stop retailers from selling diverted products.

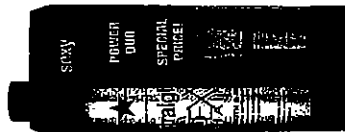
I thank you for your support and hopefully together we can free our wonderful industry from this unfortunate plight.

*Michael O'Rourke*  
Founder and CEO, Sexy Hair Concepts



straight

ynhair



### STRAIGHT POWER DUO AT A SPECIAL PRICE

Purchase for a special price:

- 1-Straight Sexy Hair Smooth & Seal Aerated Anti-Frizz Spray 8.8 oz
- 1-Straight Sexy Hair Power Straight Temporary Straightening Balm 3.4 fl oz

- US Salon Price: \$9.48
- US Salon Price: \$17.45 (CAD)
- US Salon Value: \$13.95
- CN Salon Value: \$23.55 (CAD)
- US Sugg. Retail Price: \$18.95
- CN Sugg. Retail Price: \$29.00 (CAD)
- US Sugg. Retail Value: \$27.90
- CN Sugg. Retail Value: \$39.25 (CAD)

Save 32%

Save 25%

(Products will be boxed)

SEXSYMBOL



### SEX SYMBOL STAR POWDERS

Purchase:

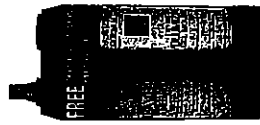
- 2-Wintergreen Star Powders
- 2-24 Carat Star Powders
- 2-Sugar Plum Star Powders

Receive Free:

Counter Display Box

- US Salon Price: \$64.50
- US Sugg. Retail Value: \$21.50 ea.
- CN Salon Price: \$108.90 (CAD)
- CN Sugg. Retail Value: \$29.99 ea. (CAD)

FORMULAS



### FORMULAS BY ECOLY

Purchase:

- 1-Thyma Volumizing Gel-Mousse 7 oz

Receive Free:

- 1-Tri-Wheat Leave-In Conditioner 10 fl oz

- US Salon Price: \$7.13
- US Sugg. Retail Price: \$14.25
- US Salon Value: \$13.83
- US Sugg. Retail Value: \$27.25

Save 48%

(Products will be boxed)

SHC 2362

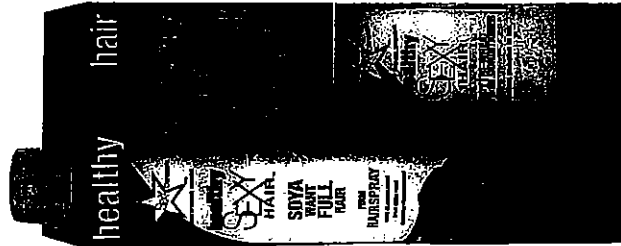
ALL CANADIAN PRICING IS SUGGESTED. PLEASE CONTACT YOUR DISTRIBUTOR FOR CONFIRMED PRICING.

09SHH02

8-4

HOLIDAY 2002 PROMOTIONS

healthy sexy hair



### GET HEALTHY FOR A SPECIAL PRICE

Purchase for a special price:

- 1-Healthy Sexy Hair Soy Hair Spray 10.8 oz
- 1-Healthy Sexy Hair Soy Tri-Wheat Leave In Conditioner 8.8 fl oz

- US Salon Price: \$8.98
- US Salon Value: \$12.23
- US Sugg. Retail Price: \$17.95
- US Sugg. Retail Value: \$24.45
- CN Salon Price: \$15.07 (CAD)
- CN Salon Value: \$20.65 (CAD)
- CN Sugg. Retail Price: \$25.10 (CAD)
- CN Sugg. Retail Value: \$34.38 (CAD)

Save 27%

(Products will be boxed)



SHC 2379

# JANUARY 2003 PROMOTIONS

wild hair

GO WILD! STREAK IT! SPIKE IT! STYLE IT! Then wash it right out!  
WILD SEXY HAIR **METALHEAD** METALLIC HOLDING GEL

Available in 6 metallic colors (AND THE ARE ALL REVERSIBLE)



CHROME



CRIMSON



INDIGO



EMERALD



PURPLE



SILVER



## METALHEAD METALBOX

Pack of 6 Metallic Holding Gel bottles (6.0 fl. oz. each)

For each Metalhead Metallic Holding Gel color. All 6 are packed in a convenient carry case.  
(Case does not hold 6 bottles - OP display)

MSRP Retail Price: \$25.95

MSRP Retail Value: \$36.99

MSRP Retail Price: \$15.70

MSRP Retail Value: \$17.15

MSRP Retail Price: \$15.70

MSRP Retail Value: \$17.15

MSRP Retail Price: \$15.70

MSRP Retail Value: \$17.15

Save 28%

ALL SAVINGS NOTED HEREIN ARE BASED ON MSRP

ALL 2-WAY TAPES ARE SUGGESTED. PLEASE CONTACT YOUR DISTRIBUTOR FOR CONSUMER PRICING.

OPP NO.  
125,739  
(SO SEXY)

EXHIBIT 9-1

Deponent: M. Stiller

Date: 9.28.04 Rptr: mg

DEPOBOOK

SHC 2375

sexy hair concepts



# HAIR FOR

YOU WILL SEE OUR LOGOS CHANGE ON PRODUCT PACKAGES DURING 2003

Please compare the difference between the OLD Big Sexy Hair brand logo on Spray and Play Hair Spray and Play Hair with the NEW Big Sexy Hair logo on Spray and Play Hair. Watch for a big change in the Big Sexy Hair brand line.



## sexy

GET 100% MORE HAIR UPWARD HOLDING GEL FREE FOR THE NEW YEAR!

Product:

1.4 fl. oz. (42 g) of holding gel (2.5 fl. oz. (72 g) of product)

- US Suggested Price: \$2.95 • US Suggested Price: \$2.95 (2.5 fl. oz.)
- US Suggested Price: \$2.95 • US Suggested Price: \$2.95 (2.5 fl. oz.)
- US Suggested Price: \$2.95 • US Suggested Price: \$2.95 (2.5 fl. oz.)
- US Suggested Price: \$2.95 • US Suggested Price: \$2.95 (2.5 fl. oz.)

Save 50%



## straight hair

STRAIGHT SEXY HAIR SHAMPOO & CONDITIONER FOR TOILET

Product:

Shampoo: 6 fl. oz. (177 g)  
Conditioner: 6 fl. oz. (177 g)

- US Suggested Price: \$10.00 • US Suggested Price: \$10.00 (2.5 fl. oz.)
- US Suggested Price: \$10.00 • US Suggested Price: \$10.00 (2.5 fl. oz.)
- US Suggested Price: \$10.00 • US Suggested Price: \$10.00 (2.5 fl. oz.)
- US Suggested Price: \$10.00 • US Suggested Price: \$10.00 (2.5 fl. oz.)

Save 28%

(US SUGGESTED PRICE OF \$10.00 (2.5 fl. oz.) (US SUGGESTED PRICE))



ALL CANADIAN PRICING IS SUGGESTED. PLEASE CONTACT YOUR DISTRIBUTOR FOR CONFIRMED PRICING.

SHC 2376

9-2

sexy hair concepts

TM

# UP LITERS THESE SPECIALS

## HEALTHY SEXY HAIR SOYMILK SHAMPOO & CONDITIONER LITERS WITH FREE SOY FUEL POWER CONDITIONER BOOSTER

Purchase with Special Price (2 for \$22 Retail):

- 1- Soy Milk Shampoo \$3.80
- 1- Soy Milk Conditioner \$3.80
- Receive FREE
- 1- Soy Fuel Power Conditioner Booster 1.07

- US Suggested Price: \$11.00
- US Suggested Price: \$2.00
- US Suggested Price: \$2.00
- US Suggested Price: \$2.95
- CN Suggested Price: \$2.00 (CAD)
- CN Suggested Price: \$1.50 (CAD)
- CN Suggested Price: \$1.50 (CAD)
- CN Suggested Price: \$2.40 (CAD)

Save 55%



(Products will be ship unopened. \*Stickered for US distribution only)

## DUOS FOR RETAIL\*

- 1- Soy Hair Shampoo & Conditioner Liter
- 1- Soy Hair Shampoo & Conditioner Liter
- 1- Healthy Sexy Hair Soy Milk Shampoo & Conditioner Liter
- 1- Shampoo & Conditioner Liter

Purchase any of the Shampoo and Conditioner Duo up to 4 liter

- US Suggested Price: \$11.00
- US Suggested Price: \$11.00
- US Suggested Price: \$11.00
- US Suggested Price: \$11.00

- CN Suggested Price: \$10.70 (CAD)
- CN Suggested Price: \$10.70 (CAD)
- CN Suggested Price: \$10.70 (CAD)
- CN Suggested Price: \$10.70 (CAD)

Save up to 41%

(Products will be ship unopened. \*Stickered for US distribution only)



SHC 2377

9-3



# FORMULAS by ECOLY

## FORMULAS BY ECOLY LITERS \$12 EACH RETAIL

Purchase your choice of any of these products #3802  
 Panty/Dry Hair Shampoo/Liter  
 Panty/Daily Shampoo/Liter  
 Coconut Oil Hair Shampoo/Liter  
 Sassy Weightless Conditioner and Detangler/Liter

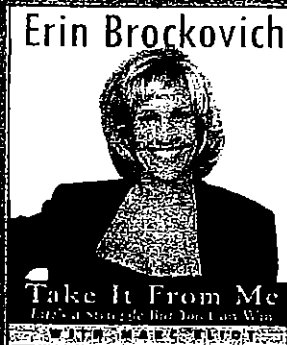
- US Sale Price \$6.00
- US Sale Value \$10.50-12.00
- US Suggested Retail Price \$12.00
- US Suggested Value \$21.00-24.00

Save up to 50%

(Formula Value Price and Retail Price are suggested only)



## CELEBRITIES SEXY



THE BOOK OF THE YEAR  
 "Erin Brockovich is a true hero. She fought the monster. She won. And she saved the world. This is the story of how she did it. It's a story of courage, of determination, of a woman who refused to be intimidated. It's a story of a woman who fought for the people who couldn't fight for themselves. It's a story of a woman who changed the world." —Michael O'Rourke

MICHAEL O'ROURKE WAS  
 DEEMED TO RECEIVE THIS  
 AUTHOR PHOTO COPY OF  
 ERIN'S BOOK

## PLAN FOR SUCCESS WITH YOUR PROMOTION

Monthly Profit Goal for All Deals: \$  Total Monthly Profit

For each promotion you plan to do, you will make one deal for each of the following:

| PROMOTION                       | # OF STYLISTS        | X | PROFIT PER DEAL (US) | X | DEALS SOLD PER STYLIST PER WEEK | X | # OF WEEKS IN PROMOTION | = | TOTAL PROFIT         |
|---------------------------------|----------------------|---|----------------------|---|---------------------------------|---|-------------------------|---|----------------------|
| 1. Panty/Dry Hair Shampoo       | <input type="text"/> | X | \$12.00              | X | <input type="text"/>            | X | <input type="text"/>    | = | <input type="text"/> |
| 2. Panty/Daily Shampoo          | <input type="text"/> | X | \$12.00              | X | <input type="text"/>            | X | <input type="text"/>    | = | <input type="text"/> |
| 3. Coconut Oil Hair Shampoo     | <input type="text"/> | X | \$12.00              | X | <input type="text"/>            | X | <input type="text"/>    | = | <input type="text"/> |
| 4. Sassy Weightless Conditioner | <input type="text"/> | X | \$12.00              | X | <input type="text"/>            | X | <input type="text"/>    | = | <input type="text"/> |
| 5. Panty/Dry Hair Shampoo       | <input type="text"/> | X | \$12.00              | X | <input type="text"/>            | X | <input type="text"/>    | = | <input type="text"/> |
| 6. Panty/Daily Shampoo          | <input type="text"/> | X | \$12.00              | X | <input type="text"/>            | X | <input type="text"/>    | = | <input type="text"/> |
| 7. Coconut Oil Hair Shampoo     | <input type="text"/> | X | \$12.00              | X | <input type="text"/>            | X | <input type="text"/>    | = | <input type="text"/> |
| 8. Sassy Weightless Conditioner | <input type="text"/> | X | \$12.00              | X | <input type="text"/>            | X | <input type="text"/>    | = | <input type="text"/> |

TOTAL PROFIT: \$

ADVANCE